

Lawn & Landscape™ School of Management



FT. LAUDERDALE 2003

February 8 – 11, 2003
Ft. Lauderdale Marriott North
Ft. Lauderdale, Florida

IMPROVING YOUR PERFORMANCE — ACHIEVING GREATER RESULTS



2003 School of Management Features...

- Expanded Educational Format — Introducing The “How We Do It Seminars”
- Outstanding Speaker Faculty
- Abundant Networking Opportunities
- Attendee Prize Drawings - Win While You Learn
- Dynamic General Sessions, Informative Breakout Sessions
- **New for 2003!** Equipment Demo Area



For Registration and Sponsorship Information

Call 800/456-0707

For a complete list of sessions go to

www.lawnschool.com

Sponsored By

Lawn & Landscape
MEDIA GROUP

NEED INSTANT INFORMATION?

Receive Your 2003 School of Management Information Via The Internet

Send Your Request To information@lawnschool.com

Check Out What The 2003 School of Management Has to Offer!

Featured Speakers



Drew St. John
Symbiot Business Group



Bill Arman
Valley Crest



Ed LaFlamme
Grass Roots Consulting



Jack Mattingly
Mattingly & Associates



Jim Huston
Smith-Huston



Judy Guido
KehoeGuido

Lawn Care Seminar

Saturday, February 8, 2003

One-day seminar specifically designed for lawn care professionals to learn how to effectively sell and service turf, tree and ornamental insect management services.

- Topics include Current Trends In Insect Management; Insect Identification Made Easy; How To Make More Money With Insect Management and more! Special registration rate for School of Management attendees.

"How We Do It Seminars"

Sunday, February 9

Sessions designed to help you grow your revenues and improve the performance of your core business operations!

- How To Use An H2B Program
- How to Expand Into Holiday Lighting
- How To Generate New Revenue With Hardscapes
- How To Add Color To Your Landscape Design
- How To Add Revenue With Landscape Lighting
- How To Make More Money With Ponds/Water Features

Dynamic General Sessions

Monday, February 10

- The 90 Minute MBA
- Employee Development: From Laborer To Leader
- Operating A Business In A Cautious Economy
- Plan To Win: Strategic Planning In Your Business

Informative Breakout Sessions

Tuesday, February 11

Learn from some of the best in the business and put your company on the path to success!

Breakout Session Topics

- A Case Study On Success: Quality Seasons
- Building For Success
- Structuring Maintenance Contracts
- Measuring Crew Efficiency
- Sales Strategies: Closing With Success
- Marketing Your Services: Defining Your Course

Full Conference Registration \$245 Per Person • Group Registration Rate \$195 Per Person

Call 800/456-0707 To Register

Register Online at www.lawnschool.com